

### **REMARKS/ARGUMENTS**

In response to the Examiner's further Office Action of February 23, 2010 issued with respect to the present RCE application, the Applicant respectfully submits the accompanying Amendment of the claims and the following Remarks.

#### ***Regarding Amendment***

In the Amendment:

independent claim 1 is amended to specify that the processor is configured to monitor end-to-end integrity of the media web and control printing in accordance with the monitored end-to-end integrity of the media web; and

dependent claims 8, 9, 14, 21-30, 44 and 47 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

#### ***Regarding 35 USC 103(a) Rejections***

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 8, 9, 14, 21-30, 44 and 47 dependent therefrom, is not taught or suggested by any one or more of Martin, Okada and Silverbrook in view of newly cited Isherwood, because the recitation which the Examiner purports as being disclosed by Isherwood has been omitted from independent claim 1.

It is respectfully submitted that the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,



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